

**WHAT IS CLAIMED IS:**

1. A method of forming outserts having product information printed thereon, said method comprising:

(a) folding a sheet of paper having product information printed thereon by making a plurality of folds in said sheet of paper to form a first folded article, said folds in said sheet of paper being parallel to each other and parallel to a first direction, said folds in said sheet of paper being made using a first folding apparatus having a plurality of folding rollers;

(b) folding said first folded article by making a fold in said first folded article to form a second folded article, said fold in said first folded article being parallel to a second direction, said second direction being perpendicular to said first direction, said fold in said first folded article being made using a second folding apparatus having a plurality of folding rollers;

(c) applying pressure to said second folded article, said pressure being at least about 30 psi and being no greater than about 500 psi, said pressure being applied by a first pressing unit having a pair of pressure rollers;

(d) after said pressure is applied to said second folded article, folding said second folded article by making a fold in said second folded article to form a third folded article, said fold in said second folded article being parallel to said second direction, said fold in said second folded article being made using a third folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member making contact with a portion of said second folded article and forcing said portion of said second folded article towards said nip between said folding rollers of said third folding apparatus;

(e) after said fold in said second folded article is made, applying pressure to said third folded article, said pressure being at least about 30 psi and being no greater than about 500 psi, said pressure being applied by a second pressing unit having a pair of pressure rollers;

(f) depositing an adhesive on a portion of said third folded article; and

(g) after said pressure is applied to said third folded article, folding said third folded article by making a final fold to form an outsert, said final fold being parallel to said second direction and being made so that said adhesive holds said outsert in a substantially closed position so that said outsert has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said final fold being made using a fourth folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member,

said movable blade member of said fourth folding apparatus making contact with a portion of said third folded article and forcing said portion of said third folded article towards said nip between said folding rollers of said fourth folding apparatus.

2. A method as defined in claim 1 comprising making a plurality of folds in said first folded article in said second direction to form said second folded article.

3. A method as defined in claim 1 additionally comprising making at least one additional fold in said first folded article to form said second folded article.

4. A method as defined in claim 1 additionally comprising automatically conveying said first folded article from said first folding apparatus to said second folding apparatus.

5. A method as defined in claim 1 additionally comprising:

h) automatically conveying said second folded article from said second folding apparatus to said first pressing unit; and

i) automatically conveying said second folded article from said first pressing unit to said third folding apparatus.

6. A method as defined in claim 1 additionally comprising:

h) automatically conveying said third folded article from said third folding apparatus to said second pressing unit; and

i) automatically conveying said third folded article from said second pressing unit to said fourth folding apparatus.

7. A method of forming outserts having product information printed thereon, said method comprising:

(a) folding a sheet of paper having product information printed thereon by making a plurality of folds in said sheet of paper to form a first folded article, said folds in said sheet of paper being parallel to each other and parallel to a first direction, said folds in said sheet of paper being made using a first folding apparatus having a plurality of folding rollers;

(b) folding said first folded article by making a fold in said first folded article to form a second folded article, said fold in said first folded article being parallel to a second direction, said second direction being perpendicular to said first direction, said fold in said first folded article being made using a second folding apparatus having a plurality of folding rollers;

(c) folding said second folded article by making a fold in said second folded article to form a third folded article, said fold in said second folded article being parallel to said second direction, said fold in said second folded article being made using a third folding

apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member making contact with a portion of said second folded article and forcing said portion of said second folded article towards said nip between said folding rollers of said third folding apparatus;

(d) depositing an adhesive on a portion of said third folded article; and

(e) folding said third folded article by making a final fold to form an outsert, said final fold being parallel to said second direction and being made so that said adhesive holds said outsert in a substantially closed position so that said outsert has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said final fold being made using a fourth folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member of said fourth folding apparatus making contact with a portion of said third folded article and forcing said portion of said third folded article towards said nip between said folding rollers of said fourth folding apparatus.

8. A method as defined in claim 7 comprising making a plurality of folds in said first folded article in said second direction to form said second folded article.

9. A method as defined in claim 7 additionally comprising making at least one additional fold in said first folded article to form said second folded article.

10. A method of forming booklets having product information printed thereon, said method comprising:

(a) applying an adhesive to a sheet of paper having product information printed thereon;

(b) folding said sheet of paper by making a plurality of folds in said sheet of paper to form a first article having a plurality of sheet panels, each of said folds being parallel to a first direction and each of said sheet panels being adhesively bonded to at least one other sheet panel, said first article having a first folded edge parallel to said first direction and a second folded edge parallel to said first direction, said folds in said sheet of paper being made using a first folding apparatus having a plurality of folding rollers;

(c) cutting off said first and second folded edges of said first article to form a second article, said second article having a plurality of sheet portions that are adhesively bonded together along an intermediate portion of said second article, said intermediate portion of said second article being disposed between a first end of said second article and a second end of said second article;

(d) folding said second article by making a fold in said second article along said intermediate portion of said second article and in a second direction perpendicular to said first

direction to form a booklet, said fold in said second article being made using a second folding apparatus having a plurality of folding rollers;

(e) applying pressure to said booklet, said pressure being at least about 30 psi and being no greater than about 500 psi, said pressure being applied by a first pressing unit having a pair of pressure rollers;

(f) after said pressure is applied to said booklet, folding said booklet by making a first fold in said booklet, said first fold in said booklet being parallel to said second direction, said first fold in said booklet being made using a third folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member making contact with a portion of said booklet and forcing said portion of said booklet towards said nip between said folding rollers of said third folding apparatus;

(g) after said first fold in said booklet is made, applying pressure to said booklet, said pressure being at least about 30 psi and being no greater than about 500 psi, said pressure being applied by a second pressing unit having a pair of pressure rollers;

(h) depositing an adhesive on a portion of said booklet; and

(i) after said pressure is applied to said booklet by said second pressing unit, folding said booklet by making a final fold to form a closed booklet, said final fold being parallel to said second direction and being made so that said adhesive holds said closed booklet in a substantially closed position so that said closed booklet has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said final fold being made using a fourth folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member of said fourth folding apparatus making contact with a portion of said booklet and forcing said portion of said booklet towards said nip between said folding rollers of said fourth folding apparatus.

11. A method as defined in claim 10 additionally comprising making at least one additional fold in said booklet in said second direction prior to making said final fold.

12. A method as defined in claim 10 additionally comprising:

j) automatically conveying said booklet from said second folding apparatus to said first pressing unit; and

k) automatically conveying said booklet from said first pressing unit to said third folding apparatus.

13. A method as defined in claim 10 additionally comprising:

j) automatically conveying said booklet from said third folding apparatus to said second pressing unit; and

k) automatically conveying said booklet from said second pressing unit to said fourth folding apparatus.

14. A method of forming booklets having product information printed thereon, said method comprising:

(a) applying an adhesive to a sheet of paper having product information printed thereon;

(b) folding said sheet of paper by making a plurality of folds in said sheet of paper to form a first article having a plurality of sheet panels, each of said folds being parallel to a first direction and each of said sheet panels being adhesively bonded to at least one other sheet panel, said first article having a first folded edge parallel to said first direction and a second folded edge parallel to said first direction, said folds in said sheet of paper being made using a first folding apparatus having a plurality of folding rollers;

(c) cutting off said first and second folded edges of said first article to form a second article, said second article having a plurality of sheet portions that are adhesively bonded together along an intermediate portion of said second article, said intermediate portion of said second article being disposed between a first end of said second article and a second end of said second article;

(d) folding said second article by making a fold in said second article along said intermediate portion of said second article and in a second direction perpendicular to said first direction to form a booklet, said fold in said second article being made using a second folding apparatus having a plurality of folding rollers;

(e) folding said booklet by making a first fold in said booklet, said first fold in said booklet being parallel to said second direction, said first fold in said booklet being made using a third folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member making contact with a portion of said booklet and forcing said portion of said booklet towards said nip between said folding rollers of said third folding apparatus;

(f) depositing an adhesive on a portion of said booklet; and

(g) folding said booklet by making a final fold to form a closed booklet, said final fold being parallel to said second direction and being made so that said adhesive holds said closed booklet in a substantially closed position so that said closed booklet has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said final fold being made using a fourth folding apparatus having a plurality of folding rollers having a nip therebetween and a movable blade member, said movable blade member of said fourth

folding apparatus making contact with a portion of said booklet and forcing said portion of said booklet towards said nip between said folding rollers of said fourth folding apparatus.

15. A method as defined in claim 14 additionally comprising making at least one additional fold in said booklet in said second direction prior to making said final fold.

16. An outsert-forming apparatus that forms outserts having printed product information thereon, said apparatus comprising:

a first folding unit that forms a first folded article from a sheet of paper having printed information thereon, said first folding unit having a plurality of folding rollers and forming said first folded article by making a plurality of folds in said sheet of paper, each of said folds being parallel to a first direction;

a second folding unit operatively coupled to receive said first folded article, said second folding unit forming a second folded article from said first folded article by making a fold in said first folded article in a direction parallel to a second direction, said second direction being perpendicular to said first direction;

a first pressing unit operatively coupled to receive said second folded article, said first pressing unit comprising a plurality of pressure rollers and applying a pressure to said second folded article, said pressure being at least about 30 psi and no greater than about 500 psi;

a third folding unit operatively coupled to receive said second folded article, said third folding unit forming a third folded article from said second folded article by making a fold in said second folded article in a direction parallel to said second direction, said third folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller, said first and second folding rollers having a nip therebetween, said first and second folding rollers causing said fold in said second folded article to be made when said second folded article passes between said first and second folding rollers; and

a movable blade member that makes contact with a portion of said second folded article to force said portion of said second folded article towards said nip between said first and second folding rollers;

a second pressing unit operatively coupled to receive said third folded article, said second pressing unit comprising a plurality of pressure rollers and applying a pressure to said third folded article, said pressure being at least about 30 psi and no greater than about 500 psi;

an adhesive applicator that applies adhesive to a portion of said third folded article; and

a fourth folding unit operatively coupled to receive said third folded article, said fourth folding unit forming an outsert from said third folded article by making a final fold parallel to said second direction, said final fold being made so that said adhesive holds said outsert in a substantially closed position so that said outsert has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said fourth folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller of said fourth folding unit, said first and second folding rollers of said fourth folding unit having a nip therebetween, said first and second folding rollers of said fourth folding unit causing said final fold to be made when said third folded article passes between said first and second folding rollers of said fourth folding unit; and

a movable blade member that makes contact with a portion of said third folded article to force said portion of said third folded article towards said nip between said first and second folding rollers of said fourth folding unit.

17. An apparatus as defined in claim 16 wherein one of said pressing units additionally comprises an adjustment mechanism that may be used to adjust said pressure applied by said one pressing unit.

18. An apparatus as defined in claim 16 wherein one of said pressing units comprises a plurality of spring members disposed in a vertical stack.

19. An apparatus as defined in claim 16 wherein one of said pressing units comprises a plurality of cone-shaped, elastically deformable washers disposed in a vertical stack.

20. An apparatus as defined in claim 16 wherein one of said pressing units additionally comprises a support structure, wherein one of said pressure rollers of said one pressing unit is disposed in a fixed position relative to said support structure, and wherein one of said pressure rollers of said one pressing unit is disposed in a movable position relative to said support structure.

21. An outsert-forming apparatus that forms outserts having printed product information thereon, said apparatus comprising:

a first folding unit that forms a first folded article from a sheet of paper having printed information thereon, said first folding unit having a plurality of folding rollers and forming said first folded article by making a plurality of folds in said sheet of paper, each of said folds being parallel to a first direction;

a second folding unit operatively coupled to receive said first folded article, said second folding unit forming a second folded article from said first folded article by making a fold in said first folded article in a direction parallel to a second direction, said second direction being perpendicular to said first direction;

a third folding unit operatively coupled to receive said second folded article, said third folding unit forming a third folded article from said second folded article by making a fold in said second folded article in a direction parallel to said second direction, said third folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller, said first and second folding rollers having a nip therebetween, said first and second folding rollers causing said fold in said second folded article to be made when said second folded article passes between said first and second folding rollers; and

a movable blade member that makes contact with a portion of said second folded article to force said portion of said second folded article towards said nip between said first and second folding rollers;

an adhesive applicator that applies adhesive to a portion of said third folded article; and

a fourth folding unit operatively coupled to receive said third folded article, said fourth folding unit forming an outsert from said third folded article by making a final fold parallel to said second direction, said final fold being made so that said adhesive holds said outsert in a substantially closed position so that said outsert has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said fourth folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller of said fourth folding unit, said first and second folding rollers of said fourth folding unit having a nip therebetween, said first and second folding rollers of said fourth folding unit causing said final fold to be made when said third folded

article passes between said first and second folding rollers of said fourth folding unit; and

a movable blade member that makes contact with a portion of said third folded article to force said portion of said third folded article towards said nip between said first and second folding rollers of said fourth folding unit.

22. An apparatus as defined in claim 21 additionally comprising a pressing unit having a plurality of pressure rollers that applies a pressure to one of said folded articles, said pressure being at least about 30 psi and no greater than about 500 psi.

23. An apparatus as defined in claim 22 wherein said pressing unit comprises a plurality of spring members disposed in a vertical stack.

24. An apparatus as defined in claim 22 wherein said pressing unit comprises a plurality of cone-shaped, elastically deformable washers disposed in a vertical stack.

25. A booklet-forming apparatus that forms closed booklets having printed product information, said apparatus comprising:

an adhesive applicator that applies adhesive to a sheet of paper having product information printed thereon;

a first folding unit that makes a plurality of folds in said sheet of paper to form a first article having a plurality of sheet panels, each of said folds being parallel to a first direction and each of said sheet panels being adhesively bonded to at least one other sheet panel, said first article having a first folded edge parallel to said first direction and a second folded edge parallel to said first direction;

a cutting device that cuts off said first and second folded edges of said first article to form a second article, said second article having a plurality of sheet portions that are adhesively bonded together along an intermediate portion of said second article, said intermediate portion of said second article being disposed between a first end of said second article and a second end of said second article;

a second folding unit operatively coupled to receive said second article, said second folding unit forming a booklet from said second article by making a fold in said second article in a direction parallel to a second direction, said second direction being perpendicular to said first direction, said fold in said second article being made along said intermediate portion of said second article;

a first pressing unit operatively coupled to receive said booklet, said first pressing unit comprising a plurality of pressure rollers and applying a pressure to said booklet, said pressure being at least about 30 psi and no greater than about 500 psi;

a third folding unit operatively coupled to receive said booklet, said third folding unit making a fold in said booklet in a direction parallel to said second direction, said third folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller, said first and second folding rollers having a nip therebetween, said first and second folding rollers causing said fold in said booklet to be made when said booklet passes between said first and second folding rollers; and

a movable blade member that makes contact with a portion of said booklet to force said portion of said booklet towards said nip between said first and second folding rollers;

a second pressing unit operatively coupled to receive said booklet, said second pressing unit comprising a plurality of pressure rollers and applying a pressure to said booklet, said pressure being at least about 30 psi and no greater than about 500 psi;

an adhesive applicator that applies adhesive to a portion of said booklet; and

a fourth folding unit operatively coupled to receive said booklet, said fourth folding unit forming a closed booklet by making a final fold parallel to said second direction, said final fold being made so that adhesive holds said closed booklet in a substantially closed position so that said closed booklet has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said fourth folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller of said fourth folding unit, said first and second folding rollers of said fourth folding unit having a nip therebetween, said first and second folding rollers of said fourth folding unit causing said final fold to be made when said booklet passes between said first and second folding rollers of said fourth folding unit; and

a movable blade member that makes contact with a portion of said booklet to force said portion of said booklet towards said nip between said first and second folding rollers of said fourth folding unit.

26. An apparatus as defined in claim 25 wherein one of said pressing units additionally comprises an adjustment mechanism that may be used to adjust said pressure applied by said one pressing unit.

27. An apparatus as defined in claim 25 wherein one of said pressing units comprises a plurality of spring members disposed in a vertical stack.

28. An apparatus as defined in claim 25 wherein one of said pressing units comprises a plurality of cone-shaped, elastically deformable washers disposed in a vertical stack.

29. An apparatus as defined in claim 25 wherein one of said pressing units additionally comprises a support structure, wherein one of said pressure rollers of said one pressing unit is disposed in a fixed position relative to said support structure, and wherein one of said pressure rollers of said one pressing unit is disposed in a movable position relative to said support structure.

30. A booklet-forming apparatus that forms closed booklets having printed product information, said apparatus comprising:

an adhesive applicator that applies adhesive to a sheet of paper having product information printed thereon;

a first folding unit that makes a plurality of folds in said sheet of paper to form a first article having a plurality of sheet panels, each of said folds being parallel to a first direction and each of said sheet panels being adhesively bonded to at least one other sheet panel, said first article having a first folded edge parallel to said first direction and a second folded edge parallel to said first direction;

a cutting device that cuts off said first and second folded edges of said first article to form a second article, said second article having a plurality of sheet portions that are adhesively bonded together along an intermediate portion of said second article, said intermediate portion of said second article being disposed between a first end of said second article and a second end of said second article;

a second folding unit operatively coupled to receive said second article, said second folding unit forming a booklet from said second article by making a fold in said second article in a direction parallel to a second direction, said second direction being perpendicular to said first direction, said fold in said second article being made along said intermediate portion of said second article;

a third folding unit operatively coupled to receive said booklet, said third folding unit making a fold in said booklet in a direction parallel to said second direction, said third folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller, said first and second folding rollers having a nip therebetween, said first and second folding rollers causing said fold in said booklet to be made when said booklet passes between said first and second folding rollers; and

a movable blade member that makes contact with a portion of said booklet to force said portion of said booklet towards said nip between said first and second folding rollers;

an adhesive applicator that applies adhesive to a portion of said booklet; and

a fourth folding unit operatively coupled to receive said booklet, said fourth folding unit forming a closed booklet by making a final fold parallel to said second direction, said final fold being made so that adhesive holds said closed booklet in a substantially closed position so that said closed booklet has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said fourth folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller of said fourth folding unit, said first and second folding rollers of said fourth folding unit having a nip therebetween, said first and second folding rollers of said fourth folding unit causing said final fold to be made when said booklet passes between said first and second folding rollers of said fourth folding unit; and

a movable blade member that makes contact with a portion of said booklet to force said portion of said booklet towards said nip between said first and second folding rollers of said fourth folding unit.

31. An apparatus as defined in claim 30 additionally comprising a pressing unit having a plurality of pressure rollers that applies a pressure to one of said folded articles, said pressure being at least about 30 psi and no greater than about 500 psi.

32. An apparatus as defined in claim 31 wherein said pressing unit comprises a plurality of spring members disposed in a vertical stack.

33. An apparatus as defined in claim 31 wherein said pressing unit comprises a plurality of cone-shaped, elastically deformable washers disposed in a vertical stack.

34. An apparatus that is capable of making a final fold in a folded article having printed information thereon to form an informational item having no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said apparatus comprising:

a main support structure;

a roller support structure;

a first folding roller rotatably supported by said main support structure, said first folding roller being rotatable about a first axis of rotation;

a second folding roller rotatably supported by said roller support structure, said second folding roller being supported adjacent said first folding roller so that a nip is formed between said first and second folding rollers, said second folding roller being rotatable about a second axis of rotation;

a stop structure positioned so that a leading edge of said folded article will make contact with said stop structure when said folded article approaches said stop structure while traveling in a travel direction;

a movable blade member positioned in a space defined by a first plane passing through said first axis of rotation and a second plane passing through said second axis of rotation, said first and second planes being parallel to each other and each of said first and second planes being perpendicular to a plane passing through both of said first and second axes of rotation;

a drive assembly coupled to said movable blade member, said drive assembly causing said movable blade member to make contact with a portion of said folded article when a leading edge of said folded article is in contact with said stop structure, said drive assembly causing said blade member to force said portion of said folded article towards said nip between said first and second folding rollers;

a retaining member associated with said stop structure, said retaining member occupying a position that is spaced from one of said folding rollers in a direction perpendicular to a plane passing through both of said first and second axes of rotation of said folding rollers; and

an adjustment mechanism operatively coupled to said retaining member, said adjustment mechanism allowing said position of said retaining member to be adjusted in said direction perpendicular to said plane passing through both of said first and second axes of rotation of said folding rollers.

35. An apparatus as defined in claim 34 wherein said travel direction is a horizontal direction and wherein said first and second planes are vertically disposed planes.

36. An apparatus as defined in claim 34 wherein said drive assembly comprises:  
an electric motor;  
a guide rod;  
a slide block that is coupled to said movable blade member, said slide block being  
slidable along said guide rod; and  
a drive arm that is driven by said motor and operatively coupled to said slide block to  
cause said slide block to slide along said guide rod.

37. An apparatus as defined in claim 34 additionally comprising an adjustment  
screw operatively coupled to said stop structure, said adjustment screw allowing the position  
of said stop structure to be adjusted upon rotation of said adjustment screw.

38. An apparatus as defined in claim 34 additionally comprising an adjustment  
screw operatively coupled to said roller support structure, said adjustment screw allowing the  
position of said roller support structure and said second folding roller to be adjusted relative  
to said main support structure.

39. An apparatus as defined in claim 34 additionally comprising:  
an entry conveyor having a first end adjacent said main support structure and a second  
end spaced from said first end; and  
a conveyor adjustment mechanism that allows the position of said second end of said  
entry conveyor to be adjusted.

40. An apparatus as defined in claim 34 additionally comprising an exit conveyor.

41. An apparatus as defined in claim 34 wherein said stop structure comprises a  
stop bar having an elongate portion that is disposed parallel to one of said axes of rotation of  
said folding rollers.

42. A modular folding and pressing apparatus for forming folded informational  
items having information printed thereon, said modular folding and pressing apparatus being  
capable of being operatively coupled to an upstream informational item processing unit at a  
point downstream from said upstream informational item processing unit, said upstream  
informational item processing unit having a support structure and an informational item exit  
disposed at an exit elevation, said modular folding and pressing apparatus comprising:  
a pressing unit that is capable of applying a pressure of at least about 30 psi and no  
greater than about 500 psi to said informational item, said pressing unit comprising:

a pressing unit support structure;  
a first pressure roller rotatably supported by said pressing unit support  
structure;

a second pressure roller rotatably supported by said pressing unit support structure, said second pressure roller being disposed adjacent said first pressure roller so that a nip is formed between said first and second pressure rollers; and

an entry conveyor that is capable of conveying said informational item to said nip between said first and second pressure rollers, said entry conveyor having an end that is disposed at an elevation that is substantially the same as said exit elevation of said upstream informational item processing unit so that said pressing unit can be positioned adjacent said upstream informational item processing unit with said end of said entry conveyor positioned to receive an informational item from said exit of said upstream information item processing unit;

a folding unit that is capable of forming a fold in an informational item, said folding unit being disposed to receive an informational item from said pressing unit, said folding unit comprising:

a folding unit support structure;

a first folding roller rotatably supported by said folding unit support structure;

a second folding roller rotatably supported by said folding unit support structure, said second folding roller being disposed adjacent said first folding roller so that a nip is formed between said first and second folding rollers, said first and second folding rollers causing said fold to be made when said informational item passes between said first and second folding rollers; and

a movable blade member that makes contact with a portion of said informational item to force said portion of said informational item towards said nip between said first and second folding rollers.

43. An apparatus as defined in claim 42 wherein said folding unit support structure is separate from said pressing unit support structure.

44. An apparatus as defined in claim 42 additionally comprising an adjustment mechanism that is capable of adjusting the elevation of said end of said entry conveyor of said pressing unit.

45. An apparatus as defined in claim 42 wherein said folding unit comprises a modular folding unit that is removable from said pressing unit.

46. An apparatus as defined in claim 42 wherein said

folding unit additionally comprises:

an entry conveyor having an end; and

an adjustment mechanism that is capable of adjusting the elevation of said end of said entry conveyor of said folding unit.

47. An apparatus as defined in claim 42, additionally comprising a modular pressing unit coupled to receive an informational item from said folding unit, said modular pressing unit having a support structure separate from said folding unit support structure.